



Making
GOOD MILK
Better
FOR EVERY USE

By MARY BLAKE



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REALLY, there is a fascinating story in every can of Carnation Milk! Take a can in your hand and read the label . . . that is part of the story, but only a little part. You will learn some simple facts and directions for use; you will notice the seal of the American Medical Association's Council on Foods. But you won't find anything about the cows on the cover of this leaflet — or about dozens of other important chapters in that interesting story of milk "from Contented Cows."

Suppose you *open* your can of Carnation Milk. The creamy-light, creamy-smooth milk that gushes out will convince you of its superior quality. Your eyes will tell you. Your first taste will confirm the impression. But even then you won't know the half of it! I guess I must *tell* you some of the invisible things that make Carnation Milk so good.

Better Cows — Better Milk

In the first place, Carnation is simply pure whole milk evaporated to double richness. So the Carnation Company, to produce the best of evaporated milk, must *start* with the best of milk — at the farm. And we do!

There are sixty Carnation evaporating plants and receiving stations — all located right out in the country, in the heart of the finest dairying sections of the United States and Canada. We personally select the dairy-men who supply us, and we have a large force of "field men" who make regular inspections of herds, buildings, and equipment, to make sure that Carnation hygienic standards are observed.

A Monument to a Cow

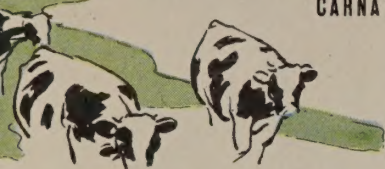
Carnation Milk comes from herds of "Contented Cows" on *thousands* of farms; but the Carnation Company also has a farm of its own — the Carnation Milk Farms near Seattle — which plays a very important part in upholding the quality of our product. At the Farms you may see a statue erected in honor of Segis Pietertje Prospect, for many years holder of the world's record for milk production.

This Carnation cow produced 37,381.4 pounds of milk (17,383 quarts) in a single year. Her remarkable record has since been surpassed

THE STORY OF MILK "FROM CONTENTED COWS"

by Mary Blake, HOME SERVICE DEPARTMENT

CARNATION COMPANY



by the amazing performance of another Carnation champion, Carnation Ormsby Butter King, who produced 38,606.6 pounds of milk (approximately 18,000 quarts) in a single year and 1,752.5 pounds of butter! Her daily milk average was over 105 pounds — approximately 50 quarts every twenty-four hours. Both of these champions gave as much milk as nine ordinary cows, yet their remarkable records have been closely approached by many others of the Carnation herd.

The Carnation Milk Farms supply herd sires and foundation cows to dairymen who bring milk to Carnation's evaporating plants. The Farms are a sort of "dairy college," teaching dairymen how they can improve *their* herds, by better breeding and feeding, and so obtain better milk to fill those millions of red and white Carnation cans!

Quality Thrice Protected

That is how Carnation quality is protected *at the source*. Now see how succeeding steps carry that protection through all the evaporating processes and right into your home.

The milk reaches us, cool and sweet, within a few hours after milking, and is immediately tested for purity, freshness, and butterfat content. Evaporation then concentrates it to double richness by removing part of the natural water. Only water is taken out, so all the food solids are retained. Just *putting back* an equal amount of water dilutes to the original whole-milk richness.

See how convenient that is! Take Carnation Milk just as it pours from the can, and it is creamy-rich enough for coffee, fruits, or cereals; for whipping; or for making any recipe calling for cream. Or dilute it half and half, and it is just right for drinking or for use in recipes specifying whole milk.

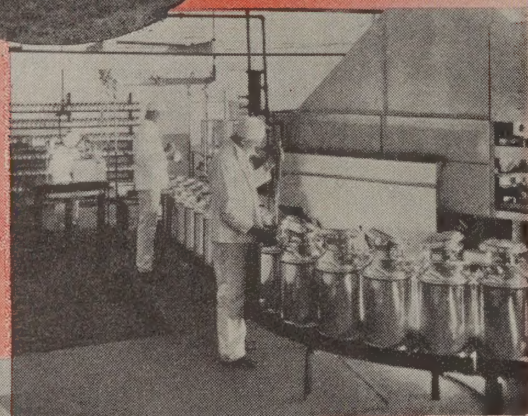
Adding the "Sunshine" Vitamin

Irradiation comes next — just a few seconds' exposure to ultra-violet rays. But what a difference it makes! The rays are similar to those in natural sunlight, and magically they enrich the milk with "sunshine" vitamin D.

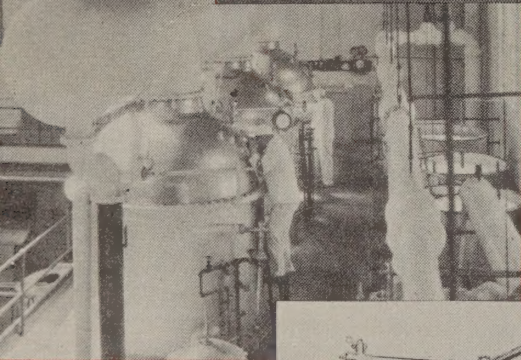


1 Carnation Milk is pure whole milk from fine herds of "Contented Cows."

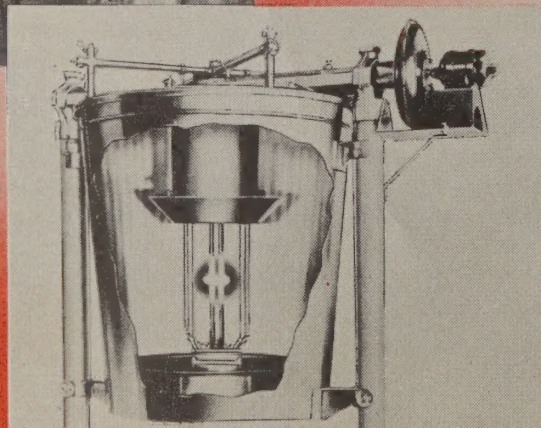
2 All milk received is tested for purity, freshness, cleanness, and the butterfat content.



3 Evaporation in these vacuum pans removes only water; the food value remains in the milk.



4 The irradiator (cut-away view) where vitamin D is added to every drop.



● This vitamin, as every mother knows, is what all babies and children *must* have, to aid in the development of strong, straight bones and fine, sound teeth. Ordinary foods supply little or none of this precious vitamin — so you can see that Irradiated Carnation Milk fills a great need. Irradiation does not change the taste or color of the milk — simply makes it more nourishing, at no increase in cost.

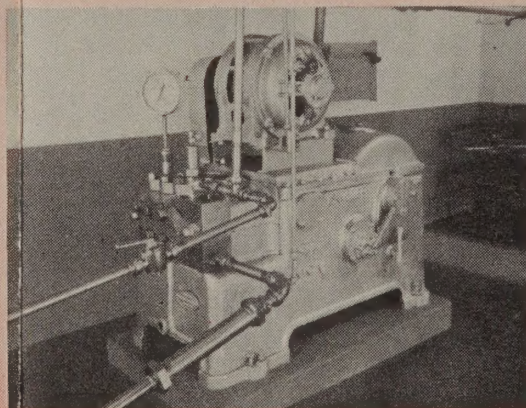
For Creamy Smoothness

Perhaps you have wondered why Carnation Milk, being doubly rich in cream, shows no cream line when allowed to stand in a glass or pitcher. That is because the next process *homogenizes* it — breaks up the butterfat globules into such tiny particles, and blends them into the milk so thoroughly, that they can't rise to the top.

And perhaps you have noticed that Carnation Milk makes the smoothest cream soups and sauces, the most velvety ice creams and candies, the finest-textured baked things. You may thank homogenization for that too! And it is one of the reasons why babies digest this milk so readily.

The Final Safeguard

Nearing the end of its journey through one of Carnation's spotless evaporating plants, the milk now reaches the automatic can-fillers. The bright new cans are filled through a tiny hole, scarcely larger than a



5 The homogenizer—where the coarse fat globules are broken up into many tiny ones, adding creamy smoothness.

pencil lead. Presto! a drop of solder seals the opening, and there's your pure milk, protected by air-tight walls of steel.

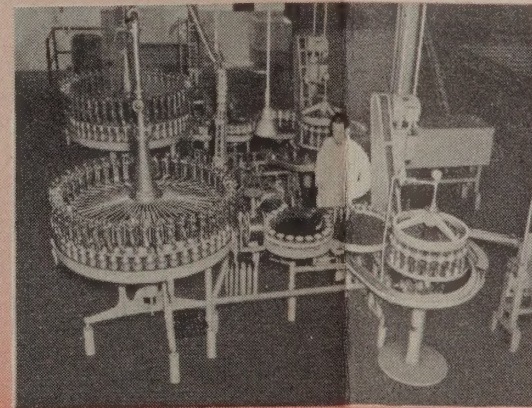
Of course, we have to sterilize the milk. That comes last, after the cans are sealed. Sterilization destroys the bacteria that would otherwise cause the milk to sour; also any organisms that might cause sickness. No impurity can remain in the milk; no impurity can get *into* the milk. In short, Carnation is just about the safest milk in the world!

You can buy it anywhere, take it anywhere, keep it anywhere, without refrigeration — and always be sure, when you open the can, that the milk will be absolutely pure and wholesome.

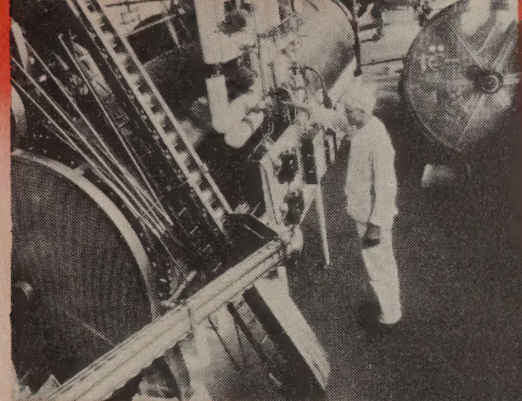
What the Doctor Ordered!

Naturally, this sterilizing process makes Carnation Milk *safe* for babies. But, strangely enough, it has another effect, scarcely less important. This heat-treated milk is *much easier for babies to digest*. It forms soft, flaky curds in the stomach, like those of mother's milk, instead of the tough, solid curds formed by raw or pasteurized cow's milk.

Because Carnation Milk agrees with most babies so wonderfully, it has become a great favorite with baby-feeding specialists. Doctors everywhere are prescribing Carnation Milk formulas — even for premature infants. In fact, you might almost say that this



6 Automatic machines fill and seal the cans air-tight. Watchful eyes and an "electric ear" catch the occasional defective can.



8

Cans are automatically labeled, packed, and sealed in dust-proof cartons, ready for shipment throughout the world.



7

After sealing, each can is sterilized, insuring absolute purity.

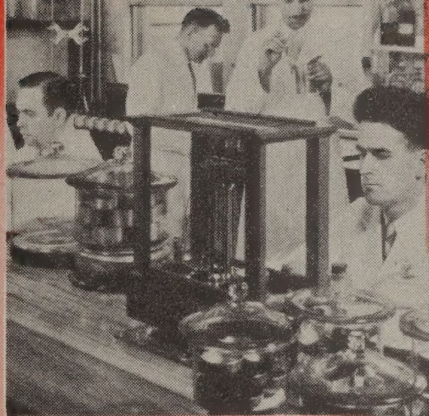
is the *modern* milk for "bottle" babies — and for growing boys and girls.

The Dionne Quintuplets were started on Carnation Milk at the age of six months. These tiny, delicate, premature babies thrive on their Carnation feedings right from the start — and Irradiated Carnation Milk played an important part in their sturdy development. Isn't that a splendid tribute?

A Suggestion to Home-Makers

Now that you have learned how good this milk is, and why, here is a practical suggestion: Buy and try it. It is perfect for cooking, baking, and drinking; just right for coffee, fruits, and cereals; and ideal for baby feeding. It is excellent, too, for child feeding right through all the growing years. And it is milk in its most convenient and economical form.

You couldn't ask more than that, could you? Then — *try* Irradiated Carnation Milk — really *use* it. I know then that you will agree with every word in this true story of Carnation Milk "from Contented Cows."



9

To insure uniform quality everywhere, chemists at the Central Laboratory make daily tests of milk from all plants.

What velvety consistency it adds to all milk or cream dishes! Carnation Milk can be used in any recipes that call for milk.

10



11

For contented babies — leading specialists everywhere now prescribe safe, nourishing, digestible Irradiated Carnation Milk. It is a fine milk for growing children, too.



Use this Coupon!

Fill out this coupon and mail with 15 cents in coin or stamps to Carnation Company, Milwaukee, Wis., or Carnation Company, Ltd., Toronto, Ontario, Canada. Your copy of the *de luxe* Carnation Cook Book will be mailed to you promptly, postage paid.

WRITE PLAINLY OR PRINT

Name _____

SEND ONLY 15¢ FOR YOUR COPY OF

Carnation Cook Book

Here is the new edition of the famous Carnation Cook Book — a treasure that every home-maker will prize!

This *de luxe*, 96-page book contains nearly three hundred tempting, unusual recipes, covering *every* branch of cookery. There are party menus, "international" dishes, diet hints for convalescents, children's recipes, and practical tips for experts and beginners.

The large pages, readable type, and beautiful, durable cover make this book a joy to use. And the sixteen full-page color photographs are good enough to eat! The cost is only 15 cents. Send for your copy now.

Use coupon above for quick delivery of your Cook Book





Carnation Milk is pure whole milk from fine herds of "Contented Cows" located in the best dairy regions. It is evaporated to double richness, irradiated for "sunshine" vitamin D, homogenized to break up the butter-fat globules, and sterilized for safe keeping. It is rich, wholesome milk in a modern package—better for cooking and creaming, better for babies and growing children.



*"Hey, don't take my
Carnation away!"*

When baby outgrows his bottle, *don't* take his Carnation away—*keep* him on this good milk all through the growing years. Nourishing Carnation Milk, enriched with "sunshine" vitamin D, will *continue* to help him build a sound, husky, healthy body. There is no finer milk for little folks—to drink or to eat.



IRRADIATED
Carnation Milk

"FROM CONTENTED COWS"



LITTLE'S

CHOPPED PARSLEY FLAKES

RECIPES

LITTLE'S CHOPPED PARSLEY FLAKES

LITTLE'S CHOPPED PARSLEY FLAKES are used right from the can for fish, gravies, soups, salads, parsley potatoes, dressings, etc. Also splendid as a garnish anywhere parsley is used.

HEALTH TIP:

PARSLEY TEA is excellent as a health drink.



LITTLE'S

CHOPPED ONION FLAKES

RECIPES

LITTLE'S ONION SAUCE

1/4 can LITTLE'S CHOPPED ONION FLAKES	1 1/2 cups beef stock
3 tablespoons butter	1 tablespoon LITTLE'S
3 tablespoons flour	CHOPPED
Salt and pepper to taste	PARSLEY FLAKES

Soak LITTLE'S CHOPPED ONION FLAKES for about 15 or 20 minutes. Strain. Brown onion flakes in the butter, stir in the flour, beef stock and LITTLE'S CHOPPED PARSLEY FLAKES. Serve with beef.

LITTLE'S ONION SOUP

1 can LITTLE'S CHOPPED ONION FLAKES	1 egg-yolk
5 tablespoons butter	3 tablespoons flour
3 cups cold water	2 cups scalded milk
	salt and cayenne

Cook LITTLE'S CHOPPED ONION FLAKES in water for 30 minutes. Strain water into deep pan. Cook ONION FLAKES in two tablespoons of butter for five minutes and return to strained onion water. Make a roux of the remaining butter and the flour. Combine it with the scalded milk and add seasoning. Cook five minutes, stirring constantly. Add this milk mixture to the onion mixture. Mix thoroughly and add the egg-yolk, slightly beaten. Serve individually in Dutch bowls and place one teaspoon of grated Edam cheese on the top. Set for a few minutes in a hot oven to melt the cheese.

LITTLE'S LAMB STEW

(Same recipe for MUTTON STEW or VEAL POT PIE)

2 pounds neck, plate or shoulder of mutton	2 pounds potatoes
	Salt and pepper
	3 to 4 cups hot water

1 can LITTLE'S CHOPPED ONION FLAKES

Cut the mutton into small pieces and arrange in a stew-pan. Sprinkle with salt and pepper, and add the hot water. Cover and let the stew simmer for one hour. Add sliced potatoes and LITTLE'S CHOPPED ONION FLAKES, and cook another hour. Dumplings may be served with this stew.

DRESSING

LITTLE'S CHOPPED ONION FLAKES will give your poultry or fowl dressing a zestful flavor and may be placed in the dressing without soaking. One can of these FLAKES is equal to four medium sized onions.

LITTLE'S CHOPPED PARSLEY FLAKES can also be used in dressings.

FOR "Zest"

**USE LITTLE'S PURE
GARLIC POWDER**

**LITTLE'S PURE
ONION POWDER**

LITTLE'S GIFT OFFER

"HAPPY DAY" KITCHEN TOWELS!

MAIL COUPON (and 10¢) TODAY!

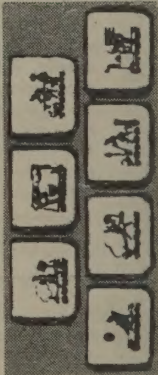
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308 W. Erie St., Chicago, Ill.

Enclosed with this coupon find 10¢ for which you will send me one (1) Happy Day Towel postpaid.

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A gay kitchen towel for each day of the week! Get yourself a complete set in your choice of red, green or blue. These large kitchen towels are hand stamped with fast colors. Send coupon with 10 cents **NOW!!!**

Coupons are attached to all "Little" products. Start saving now for complete set of towels.



LITTLE'S

CHOPPED MINT FLAKES

RECIPES

LITTLE'S MINT JELLY RING

2 tablespoons gelatin
1/2 cup cold water
2 1/2 cups boiling water
1/2 cup mint leaves
1/2 cup sugar
1/2 teaspoon salt
Green vegetable coloring

Soak gelatin in cold water for 5 minutes. Pour boiling water over mint leaves and let stand covered for five minutes. Strain. Pour this over gelatin. Stir until dissolved. Add lemon juice, salt, sugar and a little green coloring. Grated lemon rind may be added if desired. Stir until dissolved and remove from heat. Pour into moulds and set aside to harden and jell for several hours. Serve with a bowl of mayonnaise in the center and surround with green peas.

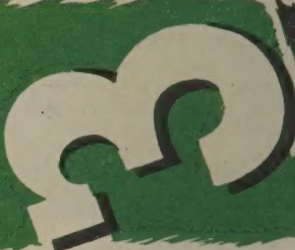
LITTLE'S MINT SAUCE

1/4 cup chopped mint leaves
1/2 cup vinegar
1 tablespoon powdered sugar, or honey

Dissolve sugar in vinegar, pour over mint and let stand 30 minutes over slow fire. If vinegar is strong, dilute with water.

With hot lamb.

Here they are...



BRAND NEW FOOD IDEAS

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Outlets Inc., New York, N. Y.
Litho Eureka S P. Co., Scranton, Pa.